

## **Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims**

Claim1 (Previously Presented): A distribution system for delivering dynamically assembled media, the distribution system comprising:

    a plurality of custom content media programs arranged into discrete, subscriber selectable products;

    an assembler for bundling a predetermined number of subscriber selected discrete products to create individualized subscriber specific packages; and,

    a processor for transmitting the subscriber specific packages in a predetermined order to a subscriber.

Claim 2 (Original): The distribution system of claim 1, further comprising:

    a builder for designing the custom content media programs.

Claim 3 (Original): The distribution system of claim 1, wherein a portion of the custom content media programs comprise dynamic content.

Claim 4 (Previously Presented): The distribution system of claim 1, wherein a portion of the custom content media programs is generated dynamically, just prior to transmission.

Claim 5 (Previously Presented): The distribution system of claim 1, wherein the custom content media programs are encoded and compressed prior to transmission.

Claim 6 (Previously Presented): The distribution system of claim 1, wherein the system is able to collect and distribute a predetermined number of subscriber specific package transmissions across multiple networked hardware devices.

Claim 7 (Previously Presented): The distribution system of claim 1, wherein the system has the ability to analyze feedback and retransmit subscriber specific packages that fail to be transmitted successfully.

Claim 8 (Previously Presented): The distribution system of claim 1, wherein a portion of the custom content media programs is interactive.

Claim 9 (Previously Presented): The distribution system of claim 1, wherein a portion of the custom content media programs is based upon predetermined demographic criteria.

Claim 10 (Previously Presented): The distribution system of claim 1, wherein the custom content media programs may be modified based upon feedback from a subscriber.

Claim 11 (Previously Presented): The distribution system of claim 1, wherein a portion of the custom content media programs includes embedded information designed to deter file sharing.

Claim 12 (Previously Presented): The distribution system of claim 1, wherein a portion of the custom content media programs comprises third party information, and wherein the third party information is used to modify the program to meet a subscriber's changing needs.

Claim 13 (Previously Presented): A method of delivering dynamically assembled, personalized media to a plurality of subscribers, the method comprising the steps of:

- a. creating a plurality of custom content media programs arranged into discrete, subscriber selectable products;
- b. assembling subscriber selected discrete products to create individualized

subscriber specific packages; and,

c. transmitting the packages in a predetermined order to at least one subscriber.

Claim 14 (Previously Presented): The method of claim 13, wherein a portion of the custom content media programs comprises dynamic content.

Claim 15 (Previously Presented): The method of claim 13, wherein a portion of the custom content media programs is generated dynamically, just prior to transmission.

Claim 16 (Previously Presented): The method of claim 13, wherein a portion of the custom content media program is encoded prior to transmission.

Claim 17 (Previously Presented): The method of claim 13, wherein a portion of the custom content media program is interactive.

Claim 18 (Previously Presented): The method of claim 13, wherein a portion of the custom content media programs comprises embedded information designed to deter file sharing.

Claim 19 (Previously Presented): The method of claim 13, wherein the step of creating custom content media programs comprises the step of selecting content that is specific to a subscriber.

Claim 20 (Previously Presented): A method of customizing delivery of dynamically assembled, personalized media to a subscriber, the method comprising the steps of:

a. creating a plurality of custom content media programs arranged into discrete subscriber selectable products;

- b. assembling subscriber selected discrete products to create a personalized subscriber specific package;
- c. transmitting the package to a subscriber; and
- d. modifying subsequent transmittals.

Claim 21 (Original): The method of claim 20, wherein the step of modifying subsequent transmittals is based upon subscriber related responses generated by the subscriber.

Claim 22 (Previously Presented): The method of claim 20, wherein the step of modifying subsequent transmittals is based upon subscriber related responses generated by a third party.

Claim 23 (Original): The method of claim 20, wherein the step of modifying subsequent transmittals is generated at predetermined intervals.

Claim 24 (Original): The method of claim 20, wherein the step of modifying subsequent transmittals is based upon archived, personal data.

Claim 25 (Original): The method of claim 20, wherein the step of assembling the products into a subscriber specific package includes the generation of customized content just prior to the step of transmission.

Claim 26 (Previously Presented): The distribution system of claim 6 wherein the multiple networked hardware devices are from the group comprising: a computer, a portable MP3 player, a mobile telephone, and a personal data assistant (PDA).

**Claim 27 (Previously Presented):** A distribution system for delivering dynamically assembled media, the distribution system comprising:

    a plurality of custom content media programs, with each program arranged into a plurality of discrete subscriber selectable products;

    an assembler for bundling a predetermined number of subscriber selected discrete products to create subscriber specific packages; and,

    a processor for transmitting the subscriber specific packages in a predetermined order to a subscriber.